

1. Record Nr.	UNINA9910464899303321
Autore	Minton Elizabeth A.
Titolo	Belief systems, religion, and behavioral economics : marketing in multicultural environments // Elizabeth A. Minton and Lynn R. Kahle
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-705-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (162 p.)
Collana	Economics collection, , 2163-7628
Disciplina	174
Soggetti	Economics - Religious aspects Economics - Psychological aspects Multiculturalism in advertising Consumer behavior - Religious aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 123-135) and index.
Nota di contenuto	Preface -- 1. Behavioral economics and belief systems -- 2. Demystifying belief systems -- 3. Belief systems of the western world & interpretations for behavioral economics -- 4. Belief systems of the eastern world & interpretations for behavioral economics -- 5. The disconnect between belief systems and behavioral economics -- 6. Comparing belief systems: influences on behavioral economics -- 7. Comparing belief systems: influences on consumers -- 8. Managerial implications for businesses -- 9. Cases -- 10. Conclusion -- Appendix -- Notes -- References -- Index.
Sommario/riassunto	Religion is a topic that businesses often ignore, in spite of 70% of the world being religious. Whether the silence results from the taboo nature of the topic or the thought that religion is a separate domain from consumption and business, it cannot be denied that it has received scant attention. Many do not realize (or resist) the idea that religion is a key contributor to a consumer's core values, which then contribute to consumption decisions, voting practices, reaction to pro-social messages and public policy, as well as donating behavior.

2. Record Nr.	UNINA9910465305003321
Autore	Jackson Emily <1966->
Titolo	Law and the regulation of medicines // Emily Jackson
Pubbl/distr/stampa	Oxford ; ; Portland, Ore. : , : Hart Publishing, , 2012
ISBN	1-84731-909-2 1-4742-0077-X 1-283-53952-7 9786613851970 1-84731-908-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (308 p.)
Disciplina	344.410416
Soggetti	Drugs - Law and legislation - Great Britain Pharmacy - Law and legislation - Great Britain Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 267-292).
Nota di contenuto	What are medicines and why are they special? -- Clinical trials -- Licensing -- Pharmacovigilance and liability for dangerous drugs -- Marketing -- Funding and access to medicines in the UK -- Funding and access to medicines : a global problem -- The future of medicines I : pharmacogenetics -- The future of medicines II : enhancement.
Sommario/riassunto	"The principal purpose of this book is to tell the story of a medicine's journey through the regulatory system in the UK, from defining what counts as a medicine, through clinical trials, licensing, pharmacovigilance, marketing and funding. The question of global access to medicines is addressed because of its political importance, and because it offers a particularly stark illustration of the consequences of classifying medicines as a private rather than a public good. Two further specific challenges to the future of medicine's regulation are examined separately: first, pharmacogenetics, or the genetic targeting of medicines to subgroups of patients, and second, the possibility of using medicines to enhance well-being or performance, rather than treat disease. Throughout, the emphasis is on the role of regulation in shaping and influencing the operation of the

medicines industry, an issue that is of central importance to the promotion of public health and the fair and equitable distribution of healthcare resources."--Bloomsbury Publishing.

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